



WDAF-TV

ORDER

Print Date 10/24/12 Page 1 of 4

Flight Dates 10/23/12-10/29/12

Contract / Revision 571510 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Martin/R/AG/MO

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Product
ED MARTIN FOR MO

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C29

Alt Order # 09804595

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11a

Priority 3

Advertiser Ref

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 20% Market Value 46125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	14298
KCWE	%	0
KMBC	30%	13837
KMCI	%	0
KPXE	%	0
KSHB	19%	8763
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	21	\$7,140.00	\$8,400.00	0.00
November 2012	3	\$701.25	\$825.00	0.00
Totals	24	\$7,841.25	\$9,225.00	0.00

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	21	\$7,140.00	\$8,400.00	10/01/12	10/28/12	21	\$7,140.00	\$8,400.00
November 2012	3	\$701.25	\$825.00	10/29/12	10/29/12	3	\$701.25	\$825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
E 1	4	10/23/12	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	0	\$0.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/22/12-10/28/12		M-F 9-10a	9-10a		-T-----	:30	(\$200.00)	0.00	NM				
Credited															
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
3	4	10/25/12	10/25/12		CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00



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Contract / Revision 571510 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C23C29

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
NEWS AT 9A Start Date 10/22/12 End Date 10/28/12 Weekdays ---T--- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/22/12 10/28/12 ---T--- 1 \$200.00 0.00														
4	4	10/26/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NEWS AT 9A Start Date 10/22/12 End Date 10/28/12 Weekdays ----F-- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/22/12 10/28/12 ----F-- 1 \$200.00 0.00														
E 5	4	10/23/12	10/23/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00 NM	0	\$0.00
NOON NEWS Start Date 10/22/12 End Date 10/28/12 Weekdays -T----- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/22/12 10/28/12 -T----- 1 \$200.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 4 10/22/12-10/28/12 M-F 12p-1p 12-1p -T----- :30 (\$200.00) 0.00 NM Credited														
7	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS Start Date 10/22/12 End Date 10/28/12 Weekdays --W---- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/22/12 10/28/12 --W---- 1 \$200.00 0.00														
9	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS Start Date 10/22/12 End Date 10/28/12 Weekdays ----F-- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/22/12 10/28/12 ----F-- 1 \$200.00 0.00														
10	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS Start Date 10/29/12 End Date 11/04/12 Weekdays M----- Spots/Week 1 Rate \$200.00 Rating 0.00 Week: 10/29/12 11/04/12 M----- 1 \$200.00 0.00														
E 11	4	10/23/12	10/23/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00 NM	0	\$0.00
JUDGE JUDY Start Date 10/22/12 End Date 10/28/12 Weekdays -T----- Spots/Week 1 Rate \$250.00 Rating 0.00 Week: 10/22/12 10/28/12 -T----- 1 \$250.00 0.00 Spot Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 4 10/22/12-10/28/12 M-F 4-5p 4-5p -T----- :30 (\$250.00) 0.00 NM Credited														
12	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
JUDGE JUDY Start Date 10/22/12 End Date 10/28/12 Weekdays --W---- Spots/Week 1 Rate \$250.00 Rating 0.00 Week: 10/22/12 10/28/12 --W---- 1 \$250.00 0.00														
13	4	10/25/12	10/25/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00 NM	1	\$250.00
JUDGE JUDY Start Date 10/22/12 End Date 10/28/12 Weekdays ---T--- Spots/Week 1 Rate \$250.00 Rating 0.00 Week: 10/22/12 10/28/12 ---T--- 1 \$250.00 0.00														
14	4	10/26/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00 NM	1	\$250.00



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Contract / Revision 571510 Flight Dates 10/23/12-10/29/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C23C29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals SpotsAmount	
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$250.00		0.00			
15	4	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$250.00		0.00			
16	4	10/24/12	10/24/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$400.00		0.00			
17	4	10/26/12	10/26/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$400.00	3	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$400.00		0.00			
E 19	4	10/23/12	10/23/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	-T-----	:30	1	\$375.00	3	0.00	NM	0	\$0.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$375.00		0.00			
Spot	Ch	Date Range		Description		Start/End Time	Weekdays	Length		Rate		Rtg	Type		
1	4	10/22/12-10/28/12		M-F 7-9a		7-9a	-T-----	:30		(\$375.00)		0.00	NM		
Credited															
20	4	10/24/12	10/24/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	--W----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----					1	\$375.00		0.00			
21	4	10/25/12	10/25/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	---T---	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$375.00		0.00			
22	4	10/26/12	10/26/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	----F--	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$375.00		0.00			
23	4	10/29/12	10/29/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$375.00		0.00			
25	4	10/28/12	10/28/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 7A SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$200.00		0.00			
26	4	10/24/12	10/24/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$800.00	3	0.00	NM	0	\$0.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1		\$800.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	4	10/22/12-10/26/12	M-F 9-10p	9-930p		(9:00 PM-9:30 P--W-----	:30	(\$800.00)	0.00	NM						
Credited																
27	4	10/26/12	10/26/12	M-F 9-10p	CM-All	9-930p	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
				9-930p			(9:00 PM-9:30 PM)									
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	----F--	1		\$800.00	0.00								
28	4	10/25/12	10/25/12	Thursday Prime A	CM-All	7p-8p	---T---	:30	1	\$1,400.00	3	0.00	NM	0	\$0.00	
				FOX Prime Thursday 7-8p												
X FACTOR RESULTS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---T---	1		\$1,400.00	0.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>						
1	4	10/22/12-10/28/12	Thursday Prime A	7p-8p		---Th-----	:30	(\$1,400.00)	0.00	NM						
Credited																
29	4	10/24/12	10/24/12	World Series	CM-All	7p-CC	--W----	:30	1	\$1,900.00	3	0.00	NM	1	\$1,900.00	
				World Series on FOX												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	--W----	1		\$1,900.00	0.00								
E 31	4	10/25/12	10/26/12	M-F 12p-1p	CM-All	12-1p	---TF--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
				M-F 12-1p												
NOON NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---TF--	1		\$200.00	0.00								
E 32	4	10/25/12	10/26/12	M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00	
				M-F 4-5p												
JUDGE JUDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---TF--	1		\$250.00	0.00								
E 33	4	10/25/12	10/26/12	M-F 9-10a	CM-All	9-10a	---TF--	:30	1	\$200.00	3	0.00	NM	1	\$200.00	
				M-F 9-10a												
NEWS AT 9A																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---TF--	1		\$200.00	0.00								
E 34	4	10/25/12	10/26/12	M-F 7-9a	CM-All	7-9a	---TF--	:30	1	\$375.00	3	0.00	NM	1	\$375.00	
				M-F 7-9a												
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	---TF--	1		\$375.00	0.00								
N 35	4	10/28/12	10/28/12	Su 10-1030P	CM-All	10-1030p	-----S	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
				Su 10-1030p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>								
Week:		10/22/12	10/28/12	-----S	1		\$800.00	0.00								
														Totals	24	\$9,225.00



WDAF-TV

ORDER

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Flight Dates 10/16/12-10/22/12

Contract / Revision 571517 /

Original Date / Revision
10/24/12 10/24/12

Advertiser Martin/R/AG/MO

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
ED MARTIN FOR MO

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C16C22

Alt Order # 09804593

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11a

Priority 3

Advertiser Ref

Order Share 20% Market Value 45125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	13988
KCWE	%	0
KMBC	30%	13537
KMCI	%	0
KPXE	%	0
KSHB	19%	8573
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	30	\$7,671.25	\$9,025.00	0.00
Totals	30	\$7,671.25	\$9,025.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/22/12	30	\$7,671.25	\$9,025.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/16/12	10/16/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$200.00		0.00			
2	4	10/17/12	10/17/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$200.00		0.00			
3	4	10/18/12	10/18/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$200.00		0.00			



WDAF-TV

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Contract / Revision 571517 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C16C22

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
4	4	10/16/12	10/19/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$200.00		0.00		
5	4	10/22/12	10/22/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	M-----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NEWS AT 9A														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00		
6	4	10/16/12	10/16/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----					1	\$200.00		0.00		
7	4	10/17/12	10/17/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----					1	\$200.00		0.00		
8	4	10/18/12	10/18/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	---T---	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$200.00		0.00		
9	4	10/19/12	10/19/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	----F--					1	\$200.00		0.00		
10	4	10/22/12	10/22/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00 NM	1	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	M-----					1	\$200.00		0.00		
11	4	10/16/12	10/16/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00 NM	1	\$250.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	-T-----					1	\$250.00		0.00		
12	4	10/17/12	10/17/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00 NM	0	\$0.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	--W----					1	\$250.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>			<u>Rtg Type</u>		
1	4	10/15/12-10/21/12		M-F 4-5p	4-5p		--W-----	:30	(\$250.00)			0.00 NM		
Credited														
13	4	10/18/12	10/18/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00 NM	1	\$250.00
JUDGE JUDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/15/12	10/21/12	---T---					1	\$250.00		0.00		

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Contract / Revision 571517 Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser Martin/R/AG/MO

Product ED MARTIN FOR MO

Estimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
23	4	10/22/12	10/22/12	M-F 7-9a M-F 7-9a	CM-All	7-9a	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/26/12	M-----	1		\$375.00		0.00						
24	4	10/20/12	10/20/12	Sa 7-9a Sa 7-9a	CM-All	Sa 7-9a	-----S-	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$300.00		0.00						
25	4	10/21/12	10/21/12	Su 7-9a Su 7-9a	CM-All	Su 7-9a	-----S	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS 7A SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$200.00		0.00						
E 26	4	10/17/12	10/17/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	--W----	:30	1	\$800.00	3	0.00	NM	0	\$0.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM)--W-----	:30		(\$800.00)		0.00	NM		
Credited															
27	4	10/19/12	10/19/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	0	\$0.00
FOX NEWS AT 9															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	4	10/15/12-10/21/12		M-F 9-10p	9-930p		(9:00 PM-9:30 PM)----F--	:30		(\$800.00)		0.00	NM		
Credited															
29	4	10/18/12	10/18/12	MLB Championship Series MLB Championship Series	CM-All	3p-CC	---T---	:30	1	\$1,400.00	2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,400.00		0.00						
30	4	10/18/12	10/19/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---TF--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$250.00		0.00						
31	4	10/18/12	10/19/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$800.00	3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---TF--	1		\$800.00		0.00						
32	4	10/17/12	10/19/12	M-F 430a News M-F 430-5a News	CM-All	430-5a	--WTF--	:30	1	\$0.00	VIP	0.00	NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	1		\$0.00		0.00						
33	4	10/17/12	10/19/12	M-F 1132p-1202a M-F 1132p-1202a	CM-All	M-F 1132p-1202a	--WTF--	:30	2	\$0.00	VIP	0.00	NM	2	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--WTF--	2		\$0.00		0.00						



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Print Date: 10/24/12

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Contract / Revision 571517 Flight Dates 10/16/12-10/22/12Hiatus DatesOriginal Date / Revision 10/24/12/ 10/24/12Order Sep 00:15:00Advertiser Martin/R/AG/MOProduct ED MARTIN FOR MOEstimate # C16C22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
														Totals	30	\$9,025.00



WDAF-TV

ORDER

Flight Dates 10/23/12-10/29/12

Contract / Revision 571510 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Martin/R/AG/MO

Agency Smart Media Group LLC

Buying Contact

814 King Street
Suite 400
Alexandria, VA 22314

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Product
ED MARTIN FOR MO

Agency Com 15%

Billing Contact

814 King Street
Suite 400
Alexandria, VA 22314

Sales Office DC-M

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # C23C29

Alt Order # 09804595

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes SP-POL CAN GEN

Product Codes PL11a

Priority 3

Advertiser Ref

Order Share 20% Market Value 42125

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	31%	13058
KCWE	%	0
KMBC	30%	12637
KMCI	%	0
KPXE	%	0
KSHB	19%	8003
KSMO	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$6,460.00	\$7,600.00	0.00	10/01/12	10/28/12	20	\$6,460.00	\$7,600.00
November 2012	3	\$701.25	\$825.00	0.00	10/29/12	10/29/12	3	\$701.25	\$825.00
Totals	23	\$7,161.25	\$8,425.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
1	4	10/23/12	10/23/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1		\$200.00		0.00			
2	4	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1		\$200.00		0.00			
3	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	4	10/25/12	10/25/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	---T---	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$200.00		0.00						
4	4	10/26/12	10/26/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS AT 9A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$200.00		0.00						
6	4	10/23/12	10/23/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	-T-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$200.00		0.00						
7	4	10/24/12	10/24/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	--W----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$200.00		0.00						
9	4	10/26/12	10/26/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	----F--	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$200.00		0.00						
10	4	10/29/12	10/29/12	M-F 12p-1p M-F 12-1p	CM-All	12-1p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$200.00		0.00						
11	4	10/23/12	10/23/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	-T-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$250.00		0.00						
12	4	10/24/12	10/24/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	--W----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----	1		\$250.00		0.00						
13	4	10/25/12	10/25/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	---T---	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$250.00		0.00						
14	4	10/26/12	10/26/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	----F--	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--	1		\$250.00		0.00						
15	4	10/29/12	10/29/12	M-F 4-5p M-F 4-5p	CM-All	4-5p	M-----	:30	1	\$250.00	3	0.00	NM	1	\$250.00
JUDGE JUDY															

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount		
27	4	10/26/12	10/26/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	----F--	:30	1	\$800.00	3	0.00	NM	1	\$800.00	
FOX NEWS AT 9																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	----F--		1		\$800.00		0.00						
28	4	10/25/12	10/25/12	Thursday Prime A FOX Prime Thursday 7-8p	CM-All	7p-8p	---T---	:30	1	\$1,400.00	3	0.00	NM	0	\$0.00	
X FACTOR RESULTS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---		1		\$1,400.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	4	10/22/12-10/28/12	Thursday Prime A			7p-8p	---Th-----	:30		(\$1,400.00)	0.00	NM				
Credited																
29	4	10/24/12	10/24/12	World Series World Series on FOX	CM-All	7p-CC	--W----	:30	1	\$1,900.00	3	0.00	NM	1	\$1,900.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	--W----		1		\$1,900.00		0.00						
														Totals	23	\$8,425.00